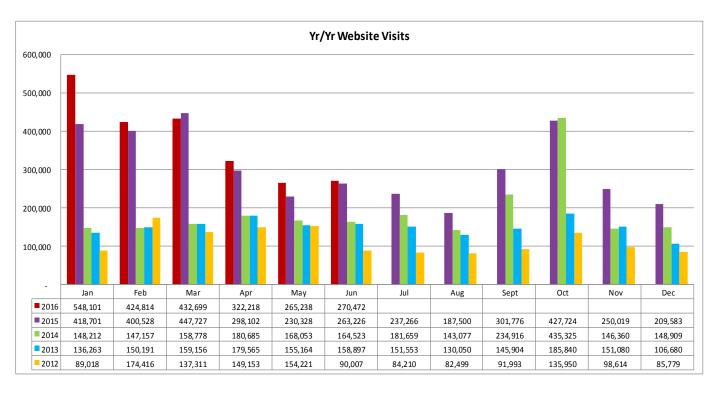


# **TOURISM INDUSTRY INDICATORS**

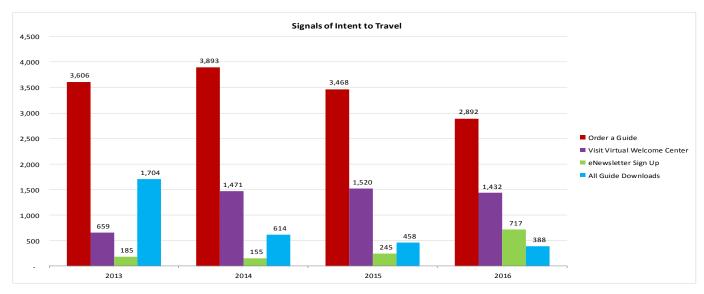
JULY 2016 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

### LOUISIANATRAVEL.COM



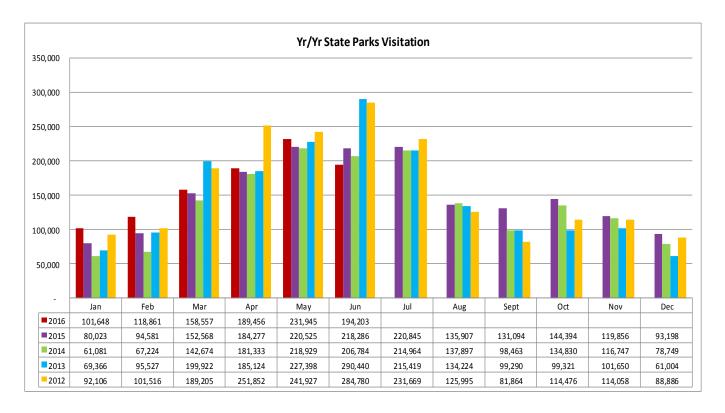
LouisianaTravel.com website showed a slight increase of 2.8 percent in total web visits in June 2016 over June 2015.



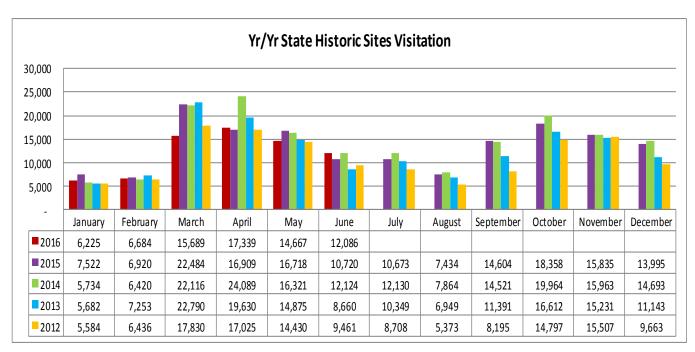
Source: Google Analytics

For more information on individual stats, visit <a href="http://www.crt.state.la.us/tourism/louisiana-research/index">http://www.crt.state.la.us/tourism/louisiana-research/index</a> or contact Lynne Coxwell at <a href="locxwell@crt.la.gov">locxwell@crt.la.gov</a> or 225.342.2876.

### STATE PARKS

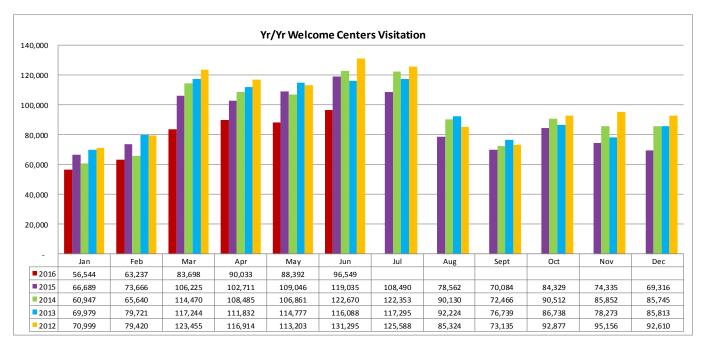


### STATE HISTORIC SITES



Source: Louisiana State Parks

### WELCOME CENTERS



Statewide welcome centers had a decrease of 19 percent in visitation in June 2016 over June 2015. Note: Capitol Park closed in July 2015 to visitors & Vinton is closed for reconstruction.

## **Welcome Centers Visitor Totals**

International - June 2016		
United Kingdom	878	
France	733	
Canada*	469	
Australia	465	
Mexico	450	

States** - June 2016		
Texas	27,899	
Mississippi	7,455	
Florida	6,601	
Alabama	4,522	
Georgia	2,625	

Cities** - June 2016	
Houston, TX	5,529
Katy, TX	2,170
Humble, TX	1,578
Fort Worth, TX	1,291
San Antonio, TX	1,107

International Jan - June 2016		
France	5,681	
Canada*	4,948	
United Kingdom	4,361	
Mexico	3,761	
Germany	3,339	

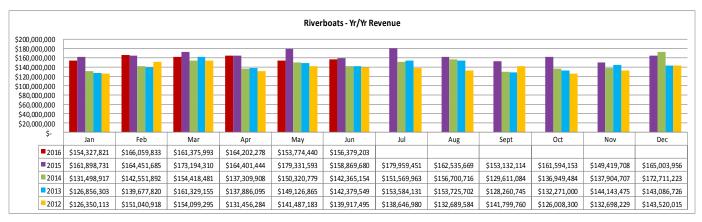
States**		
Jan - June 2016		
Texas	80,644	
Mississippi	42,310	
Florida	31,617	
Alabama	30,667	
Georgia	13,223	
	Jan - Jun Texas Mississippi Florida Alabama	

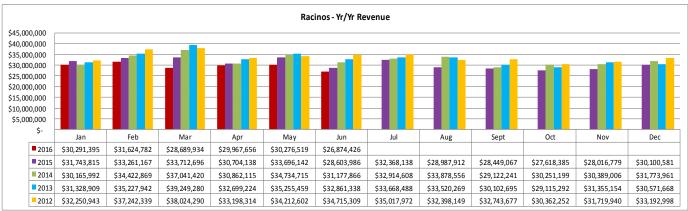
Cities**		
Jan - June 2016		
Houston, TX	9,959	
Mobile, AL	6,375	
Pensacola, FL	3,585	
Fort Worth, TX	3,468	
Jackson, MS	3,393	

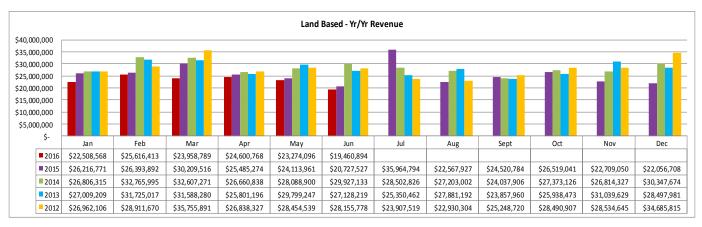
Source: Louisiana Welcome Centers

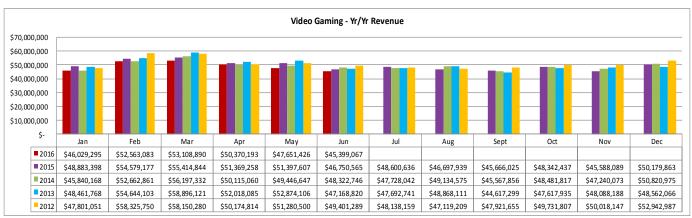
<sup>\*</sup> Includes all of Canadian provinces in total. \*\* Excludes Louisiana residents.

#### **GROSS GAMING REVENUE**









Source: Louisiana State Police